



# 98.7 THE BULL

The Bull has played country in Portland for over 33 years, and is a nationally recognized heritage country station. Listeners in the Nashville of the Northwest, indulge in the biggest hits and artists in country music.



## Men and Women

Women **56%** Men **44%**



## Target Audience

Adults **18-49 69%**  
Average Age: **40.2**

## Educated

College Graduate or More **28%**

## Buying Power

Household Income **\$100,000+** **30%**

Household Income **\$75,000+** **47%**

**Average: \$82,362**



## Occupation

White Collar **47%**

## Household Owns Residence

Own **61%**

**Market Value of Owned Home: \$399,888**

## SPONSORABLE OPPORTUNITIES

- Bull LIVE Sessions
- Birthday Club
- Friends and Neighbors
- Run Like Hell
- Danny Dwyer Golf Invitational benefiting St. Jude
- St. Jude Radiothon
- Santa Jam

## DIGITAL ADVERTISING

- :15 video pre-roll in streaming player
- Display banner ads – run of site or geo-targeted
- Text campaign and mobile advertising
- Email newsletters to THE BULL community opt-in users
- Facebook contests, Social media sweepstakes platform, Twitter, Instagram

## SOCIAL MEDIA PLATFORMS

- Facebook likes 206,612
- Instagram followers 17.1K
- Twitter followers 8,417